

POLICY: COMMUNICATION WITH THE MEDIA AND THE PUBLIC

Number: 1-014

Developed by: Governance Committee	Review or Revision by: Governance Committee
Approval Date: Initial: September 2007 Reviewed/Revised Date: Nov 2010, Jan 2014, Feb 2017, Jan 2021	Review or Revision Date: Every Three Years
Approved by: Board of Directors	Signature(s): _____

Policy Statement

This policy outlines media relations activities including official media spokesperson, media releases and consent to photograph.

Risks

- Damaging the reputation of our organization;
- Negative media relations;
- Incorrect information publicly shared;
- Breach of individual privacy;
- Breach of privacy legislation.

Responsibility/Accountabilities

All media calls must be directed to the Communications Specialist. After Communications Specialist business hours, media calls will be referred to the CEO's office. The Communications Specialist will coordinate all media activity for the organization.

Guelph General Hospital's official spokespersons are as follows:

- The President and CEO;
- The Board Chair;
- The Chief of Staff; and
- Others as requested by the President and CEO, or his/her designate, or the Chair of the Board of Directors.

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In general, matters relating to Hospital governance are directed to the Board Chair. Matters relating to physicians are directed to the Chief of Staff. Matters relating to operations will be directed to the CEO or designate.

In the instance of specific departmental or service matters, the Communications Specialist, will arrange for an appropriate spokesperson and provide support as required.

Staff are not permitted to speak to the media on behalf of the Hospital on Hospital matters unless arrangements have been made through the Communications Specialist or CEO's office. The exception is the case of media requests for patient status reports, which are covered under the policy, "Media Relations and Patient Status Reports."

At all times, the Communications Specialist or designate must escort members of the news media who are on assignment on Hospital premises.

Media Releases

Hospital media releases may only be issued from the Communications Specialist or the office of the CEO.

References

Making News - A media guide for Ontario Hospitals

Keywords

Public relations, media, spokesperson, photographing, consent, media releases